



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Meeting Minutes City Council

Tuesday, November 20, 2018

3:00 PM

City Hall Conference Room

630 E. Hopkins - Work Session

I. Call To Order

With a quorum present, the work session meeting of the San Marcos City Council was called to order by Mayor Hughson at 3:02 p.m. Tuesday, November 20, 2018 in the City Hall Conference Room, 630 E. Hopkins, San Marcos, Texas 78666.

II. Roll Call

Deputy Mayor Pro Tem Gregson was absent due to family reasons.

Present: 5 - Mayor Pro Tem Lisa Prewitt, Council Member Saul Gonzales, Council Member Melissa Derrick, Mayor Jane Hughson and Council Member Ed Mihalkanin

Absent: 1 - Deputy Mayor Pro Tem Scott Gregson

PRESENTATIONS

1. Receive a presentation and review the proposed Small Area Plan Program, a component of Neighborhood Character Studies, and provide direction to staff.

Rebecca Leonard, with Lionhart and Shannon Mattingly, Director of Development Services provided a presentation regarding Small Area Plans.

Ms. Leonard provided the definition of a Small Area Plan (SAP) which focuses planning efforts in smaller geographic areas within the neighborhood or community. It will be the tool used to implement the neighborhood character studies. She explained the timeline and events that have occurred so far in the process. These include project kickoff, gathering input from small groups, survey outreach and community open houses and presentations, and now Council is receiving the small area plan program policy for their review and input. Ms. Leonard went into further detail about the SAP survey which involves program goals, boundaries, and what outcomes and benefits are most valued. The results of the survey indicate the following goals are most important: Housing affordability, neighborhood stability, managing student behavior, transportation options, access to goods/services, resident participation, streets/corridors, and willingness to change. The community

participated in a mapping exercise to identify areas for further outreach and to create location and boundary criteria.

Ms. Leonard explained residents or community groups such as neighborhood groups, stakeholders, and civic organizations are able to apply for a SAP. The process of the Small Area Plan would involve the following steps: organize, connect with City Staff, City would facilitate application meeting, application would be submitted, Council would review and select application and finally the plan would be created and implemented.

Council inquired how the minimum of 20% of properties within the proposed boundary was determined has a requirement of who can apply for a SAP. Ms. Leonard said this number can certainly be adjusted, but felt that it was an aggressive number yet attainable. Mayor Pro Tem Prewitt suggested that Staff knock on every door and get their input on whether or not they are interested in having a SAP in their neighborhood. Since these areas are in such a small radius, this should be possible. Mayor Hughson recommends talking to the neighborhoods first and identify issues or concerns prior to the application of an SAP. Council Member Gonzales would like to see more outreach using the local churches as they are able to reach their congregations. Council Member Derrick would like to see more outreach to various organizations and stakeholders within the community before implementation. Mayor Hughson stated these are geographic in nature and we must get into the neighborhoods and get them together in order to get their input. Mayor Pro Tem Prewitt also stated that she would like Fire and Police be involved in the process for safety concerns within the neighborhoods.

Staff will put together an outreach plan that includes the criteria for the application. Council would like to have an additional work session or a lunch and learn on this subject. Staff has created a Small Area Plan section on the message board.

2. Receive a presentation regarding the DRAFT On-Street Paid Parking Implementation Plan.

Bert Lumbreras, City Manager introduced this item and stated the next steps in the Parking Implementation Plan will be discussed.

Dennis Burns, Vice President / Senior Practice Builder with Kimley-Horn and Associates provided a presentation outlining Parking Organization and Staffing Plan, Parking Program Framework Plan, Summary of Data Collection Efforts, On-Street Paid Parking Assessment, Paid Parking Recommendations,

Technology Recommendations, Initial Revenue & Capital Cost Estimate, Parking Benefit Districts, and next steps in the process.

The primary action items presented includes the Creation & Empowerment of a Parking Management Organization, the establishment of Parking Benefit Districts, and the Investment in Parking Technology.

Mr. Burns discussed the data collection efforts made which included parking occupancy surveys and parking enforcement citation data. Some of the data suggests that Texas State students add approximately 13% to downtown parking demand, compared to counts done during the summer. Mr. Burns explained that this data does not affect the final recommendation, but it was just an observation.

Mr. Burns reviewed the Violation Rate Data Analysis. The key metrics for assessing on-street parking conditions is the “Violation Rate” (the number of vehicles in violation of posted time limits). We have currently have a violation rate of 10% and target violation rate is typically 3%-5%.

Mr. Burns provided the following Phase I recommendations:

- 1. Paid On-Street Parking Hours: Monday – Friday, 9:00 AM – 6:00 PM**
- 2. Time Limits: Retain two-hour time limits in the paid parking area(s).**
- 3. Rates: Initial rate for Phase I area is \$1.00 per hour. Grant administrative flexibility, with oversight from Parking Advisory Board, to set paid hours, time limits, and rates (ordinance should authorize a range of acceptable paid hours, time limits, and a rate ceiling. A rate range of \$1.00 minimum up to \$3.00 maximum is recommended. Increases can be made in increments of \$0.25. Criteria should be developed to justify rate increases based on utilization analyses.**
- 4. Phased expansion of paid system: Conduct on-going utilization studies of high demand parking areas.
Use the On-Street Paid Parking Assessment criteria to determine future paid parking expansion. Parking Zones: Create defined parking “zones” within the paid parking area to facilitate pay-by-cell phone applications.**
- 6. Residential Parking Permit Program: Amend the existing Residential Parking Permit program policies and procedures to reflect and integrate the new License Plate Recognition (LPR) system.**
- 7. Employee Parking: Create on-street permits in lower demand areas, where the City can lease off-street space for monthly permits + designate 10-hour zones to accommodate employee parking in the short-term until additional**

offstreet parking resources are developed.

Council discussed the two hour time limit and much of the resistance to paid parking is due to this time limit. Mr. Burns stated this is a policy issue and can be set by Council.

Council held discussion regarding validation by Texas State or business owners for paid parking. Mr. Burns stated that placing a price on parking so people know there is a value to it and make the violations a little stronger for repeat violators. He also stated there is some flexibility to work with business and organizations for validation.

Mr. Burns discussed the technology recommendations which include investing in a system that supports pay-by license plate and a pay-by-cell phone parking application. Mr. Burns explained the pay-by-license plate is compatible with the LPR system that is already in place. Mr. Burke explained the pay-by-cell and this does require a smart phone, but it is a great option if you do have a smart phone.

Council asked about the American with Disability Act (ADA) parking use and whether or not they would fall under the same parking requirements. Council would like to make sure meters are convenient to the handicap parking spaces so they are easily accessible to users.

Mr. Burke provided the Budget Strategy which includes the creation of a Parking Management Fund to capture revenue and expenses, issue previously authorized short term debt for purchase of equipment, with debt service paid from parking revenues, and use previously issued bond funds first year of program administrative expenses, with subsequent years paid from parking revenues.

Mr. Burns stated his recommendation of a 70%/30% split with 70% being dedicated to the Parking Management Fund and 30% to the Parking Benefit districts. Council is not required to make a decision at this time regarding the placement of these funds.

Staff is recommending the following: Hire Parking Manager, Create Parking Advisory Board, Establish Parking Benefit Districts, Procure pay-by-plate meters and mobile application technology, Community education & outreach, Implement Phase I on-street paid parking, and monitor and continue improvement of Phase II.

Council would like to wait until the two new Council Members come on board and get additional feedback from the downtown business owners prior to moving forward with the next steps in the process.

Staff will contact business owners and/or managers to obtain additional information as they will be affected by the paid parking implementation.

Council Consensus is to have the budget amendment, authorizing the creation of the parking manager position and the creation of the Parking Advisory Board on the December 4th City Council meeting, but wait until implementation of the plan after the new Council Members take office and have the opportunity to weigh in.

III. Adjournment.

Mayor Hughson adjourned the Work Session Meeting of the San Marcos City Council at 5:35 p.m.

Jamie Lee Case, TRMC, City Clerk

Jane Hughson, Mayor